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### **Студенческий журнал для изучения английского языка**

Статья представляет журнал для изучения английского языка, отвечающий индивидуальным предпочтениям студентов, что способствует не только повышению языкового уровня, но и расширению знаний в интересующих их областях. Каждая статья журнала адресована конкретному человеку и содержит упражнения на расширение лексического и грамматического репертуара студента.

### **English learning magazine for students**

The article introduces a students' English learning magazine created in response to the insufficient access of students with different levels of English to the content of their interest.

According to academic research, the universal method of improving foreign language skills for everyone in all contexts does not exist; and no teaching method is inherently superior to the others [1]. Language learners are different and what works well for one person may be inappropriate for someone else.

There are several helpful common ways to learn a foreign language or improve one's language skills, such as attending conventional classes, reading books in the original, watching films, and communicating with native speakers.

Nevertheless, many students claim that none of the methods listed above suffice to meet their requirements. Moreover, the 21st century calls for quick and simultaneous data processing. This means that it would be more suitable for learners of a foreign language to combine language learning with finding out something new in the areas they are really interested in.

One of the possible solutions to the problem could be tailored magazines in English, whose aim is to give their readers access to personalized content accompanied with grammar and vocabulary exercises. Being dedicated to learning English and self-development, I found creating this type of magazine absorbing and inspiring.

First of all, a survey among 53 learners of English was conducted. First, the respondents, my groupmates and other first-year students, were asked to take the Cambridge Placement Test [2] to quickly and accurately assess their language ability in English. The test provides each test taker with their Common European Framework of Reference (CEFR) level that is then used to make the magazine articles correspond to the students' level of English. Then the respondents filled in a questionnaire containing a set of topics in different areas (for instance, travelling, cooking, self-development, programming and etc.).

Based on the selected topics and the customer's level of English I created the first issue of *The Fresh English Magazine* with the required articles.

The following is a short description of each issue. The magazine consists of seven articles designed with a particular person in mind and an additional article from the editor. Every article is provided with a Grammar or Vocabulary Reference section where the necessary clarifications for the corresponding level are given.

All articles can be divided into two big groups which develop a particular language skill. "Reading" sections aim at providing the readers with new vocabulary, sentence structures and essential grammar. Pictures 1-2 show an example of the article for a B2 reader. "Speaking" sections consist of several dialogues on a variety of topics with a list of necessary expressions, phrasal verbs and idioms.

The editor's rubric may contain a crossword, a practice test, an article on a pressing issue, a popular song lyrics, a visual dictionary entry, and etc. In addition, there is a list of web-pages used and other helpful sources. Also, readers are able to monitor their progress using charts and diagrams given at the end of the magazine.

It is always important for learners to take advantage and benefit from studying; they must have a clear motive for learning the language which will help them to stay motivated and give them a clear purpose. It should be emphasized that reading this magazine helps people to have such a benefit in the form of the articles of their interest.

In conclusion, the individual magazine proved to be an additional tool to improve the level of language skills and learn new information. The first experience of its design was successful and showed the relevance and usefulness of the idea. In addition, some helpful feedback was received on how to improve it.

# Time-management

## Concentrate on One Thing:

The human mind works more efficiently when it is focused. As we've seen before multitasking is actually a disadvantage to productivity. Focus on one thing and get it done. Take care not to bleed tasks into each other. At times, multitasking may seem like a more efficient route, but it is probably not.

## Delegate Responsibilities:

It is not uncommon for people to take on more than they can handle. The overestimation of one's abilities, though not necessarily a bad thing, can often result in stress and more work for an individual.

## Reward Yourself:

Whenever you accomplish something, especially the important things, make sure to take the time to reward yourself. Just have a little rest.

## Save your time:

Some people find it absolutely essential to be checking their email every few minutes. But it's a big mistake. They just waste their time. Just allocate a specific time when you are checking your email. And it's best to reply to someone as soon as you read their correspondence if it will take you a couple minutes or less.

## Set Personal Deadlines:

Nobody likes deadlines. They cause stress, aggravation, worry, and, more stress. A guaranteed way to alleviate some of this stress is to set your own earlier deadlines. Be realistic but demanding of yourself. Challenge yourself and *reward yourself* for a meeting a difficult challenge. Not only this will save your time and make you more productive in the long run, but you will also have a buffer time with little to no penalties compared to those received for missing a real deadline. Of course, this tip has potential for abuse, so be sure to make your own penalties for missing your personal deadlines.

extra tip

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*bleed* – просачиваться  
*route* – путь, направление  
*delegate* – передавать полномочия  
*handle* – выдержать, обработать  
*accomplish* – выполнить  
*allocate* – выделить  
*aggravation* – ухудшение  
*alleviate* – ослабить, уменьшить



Pic. 1

# How to do everything in time?

## Make Lists:

Write as much down as you can. If you don't carry a planner or notebook already, start. Know what you intend to accomplish before starting each day and write these tasks down.

## Prioritization is the key:

Think about what your goals are for that day or the next. Which goals are most important? Order and prioritize your tasks in a meaningful way. How you prioritize depends on how you work, who you work for, or who pays you. Whatever method you use to manage and prioritize your tasks, it should be flexible enough to allow you to choose an alternate task.

## Avoid Procrastination & eating up time things:

When trying to be more productive and trying to save time, procrastination should be avoided like nothing else. It is the ultimate productivity-killer. In general, find the things that eat up your time that are less important than the changes you want to make. That's almost everything except the things you need to live — work and eating and stuff like that. Cut back on them where you can.

## Efficiency:

Know the time when you work best. Do whatever you can to finish your current task by the end of regular work hours instead of working into the night. Some people like spending more time exercising and working in the morning before anyone woke up because the world is quiet and at peace and without interruptions.

*challenge* - бросать вызов; проблема  
*buffer time* - резервный запас времени  
*abuse* - злоупотребление  
*intend to* - намереваться  
*meaningful* - значимый  
*ultimate* - окончательный  
*eat up* - съедать, поглощать  
*interruptions* - прерывания

# vocabulary

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Pic. 2

## Список литературы:

1. Language Teaching Methods: An Overview. Сайт TJ Taylor Language Training. URL: <http://blog.tjtaylor.net/teaching-methods/> (дата обращения 28.12.2016).

2. Cambridge Placement Test. URL:<http://cambridgeenglish.org.ru/>  
(дата обращения 12.10.2016)

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### **Средства речевого воздействия в рекламных слоганах**

В статье рассматриваются основные средства речевого воздействия в рекламных слоганах, даются определения данным понятиям, приводятся различные примеры.

### **Means of Linguistic Manipulation in Advertising Slogans**

Advertising as a separate sphere of activity has established in our lives long ago. It permeated into all branches of human life. Every day we come across advertising at every turn. The objects of advertising are clothing, electronics, medical supplies, and other goods, ideas, and a variety of services. Advertising plays an important part in the economic development, is highly responsive to the needs and the mood of society, contributing to the development of the sales market, and, therefore, the need for advertising is growing.

The term "advertising" comes from the Latin word *advertere* (meaning "to direct one's attention to; give heed") [9]. As defined by the American Marketing Association, advertising is "...any form of non-personal presentation and promotion of ideas, goods or services paid by the precise customer" and is used to attract the attention of potential consumers to the object being advertised, using the most effective techniques and methods, with the account of the specific situation" [4].